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WASHINGTON REPORT OK'S CCP

'MORE OR LESS PERMANENT BASIS' FOLLOWS CLAIM OF SUCCESS

As Taylor Mills and Francis Harmon of the Motion Picture Association of America, along with John J. Fitzgibbons of Famous Players and about a score of others, discussed the Canadian Co-operation Project at a luncheon in La Tourraine, Ottawa, as guests of the Bank of Canada, a report in which success was claimed for it was released to the press from Washington. The report was prepared by Nathan D. Golden, chief of the Motion Picture - Photographic Branch of the Office of International Trade, Department of Commerce, from material gathered by the United States Embassy in Ottawa.

Significant to those who have reservations about the Project is the following statement: "Al-

(Continued on Page 3)

Meyers Sees Big Indie Comeback

The returning power of the Independent exhibitor in the USA, brought about by government-inspired changes in the economic structure of the theatre industry and restraint upon distribution trade practices, was pointed out by Abram F. Mey-

(Continued on Page 10)

MGM's Hilly Cass Wins O'seas Trip

Hillis Cass, manager of the Montreal branch of MGM since 1932, was among the 12 "experts" from the United States and Canadian sales organization who will take part in the exchange of ideas with the International sales department, it

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Defends PQ Law In Commons

The Quebec law which prohibits children under 16 entering theatres was defended in the House of Commons by Pierre Gauthier, Liberal, from Portneuf, who suggested that it be adopted by other provinces. He brought it up during his speech on a bill that would stop publication of crime comics and provide penalties.

Quebec had been laughed at when the law was passed, he said, but now its value in reducing juvenile delinquency in Quebec below that of other places was evident. A number

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Lose No-Smoking Appeal In St. John

The Appeal Court of New Brunswick ruled recently that power to ban smoking by the fire marshal on his own was within the scope of his authority. This power was implied in an order issued almost a year ago by Fire Marshal H. M. Armstrong,

(Continued on Page 3)

Cast In 'Outrage'

MacDonald Carey will star in Pine-Thomas' Outrage.

Douglas-Wyman

Kirk Douglas and Jane Wyman will have the leads in Warner Brothers' The Glass Menagerie.

UA '49-50 Product List Promises Strong BO

United Artists will have a number of films which promise powerful boxoffice in Canada as part of their new season's schedule, while its entire program up to now, which is comprised of 15 films, is varied enough to suit any exhibitor.

The much-written-about Mrs. Mike, on a Canadian subject and from a best-seller is on the early part of the releasing program, while the Marx Bros. picture, Love Happy, praised widely by tough industry critics, will follow.

The program will offer such stars as George Raft, Mickey Rooney, Ronald Colman, Paul Henreid, Shirley Temple, David

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Stars Of MGM Film

Stewart Granger and Deborah Kerr will star in MGM's filmization of H. Ryder Haggard's classic, King Solomon's Mines.

Para Canadian Head At NY Conference

Gordon Lightstone, Paramount Canadian general manager, recently attended the company's conference of division and branch managers in New York.

Meeting was to formulate sales policies and merchandising of product to be released. Films discussed included Cecil B. DeMille's Samson and Delilah, William Wyler's The Heiress, Hal Wallis' My Friend Irma, Song of Surrender, Chicago Deadline, The Great Lover and Red, Hot and Blue.

Popping Off About Popcorn

The woes of the world seem to have faded from print and have been replaced by one great question: "To eat or not to eat at the movies." That's how it appears to anyone who is required to study public and press reactions to the motion picture industry. It would not be surprising if this new question replaces that generation-after-generation schoolroom debate about which is better, a day in the country or a day in the city.

Countless editorials have appeared in the last couple of years on the question of stopping the human gap with edibles, almost all of them opposed to it. The invention of a great contribution to man's peace of mind, a noiseless popcorn bag, will no doubt be hailed on the scale it deserves by this continent's opinion offerers.

In the Toronto Globe and Mail recently Bruce West,

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'Rock Island Trail'

Forest Tucker, Adele Mara, Bruce Cabot and Adrian Booth will star in Republic's Rock Island Trail, Trucolor film of the founding of the Rock Island Railroad.

Buy Lang Original

"Hong Kong," original story by David Lang has been bought by Pine and Thomas for production in 1950.

Shooting Started

Shooting has started on The Iriquois Trail, George Montgomery starrer which Bernard Small is producing for UA release.

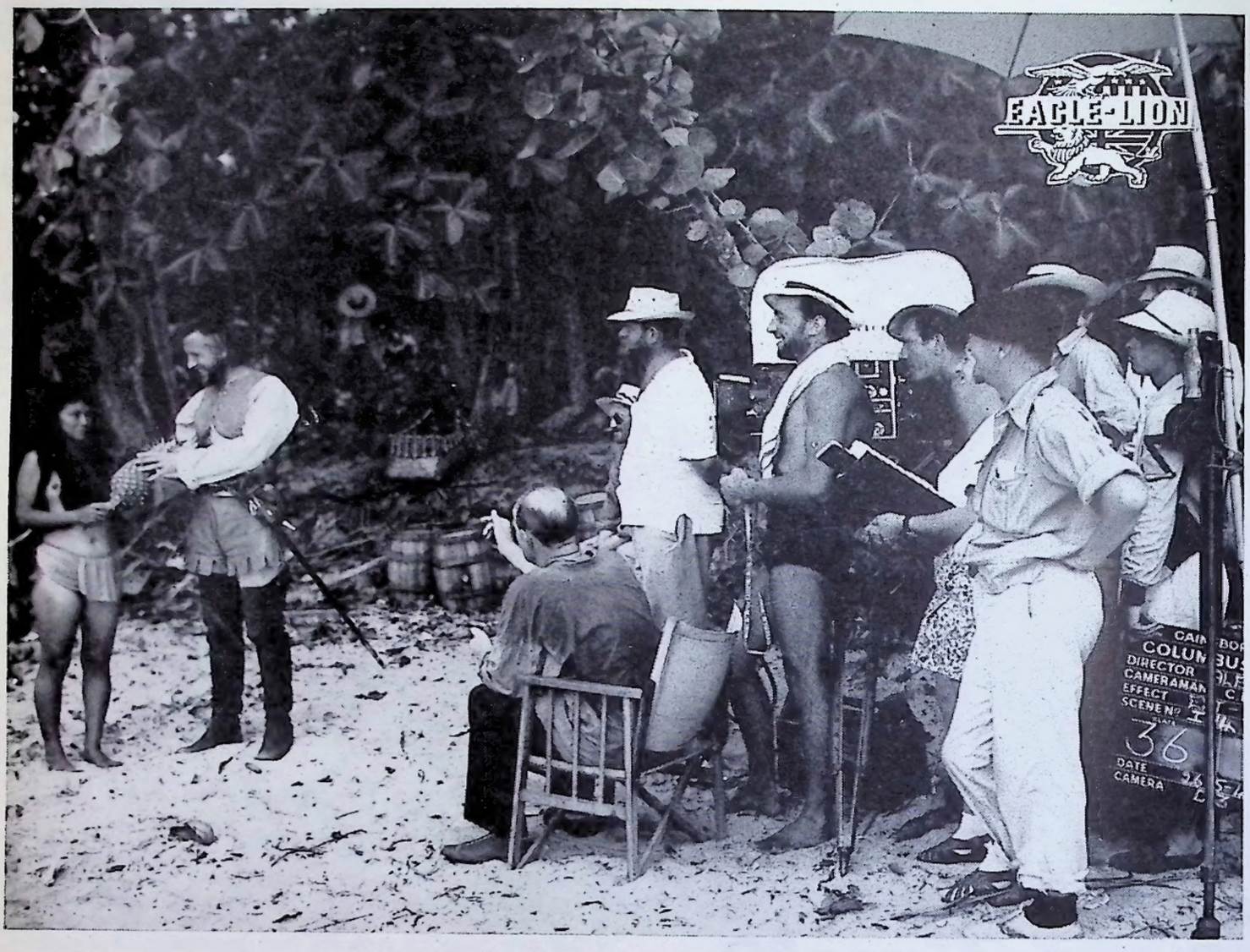
'Beauty On Parade'

Virginia Bruce will play the feminine lead and Lola Albright the ingenue role in Columbia's Beauty On Parade, which Wallace MacDonald will produce and Seymour Freidman direct.

ASK CBC OK FOR JOINT TV IN MONTREAL

A request by the Canadian Marconi Company, licensee of Station CFCF, Montreal, and an unnamed associate that it be granted a television license will be heard by the CBC Board of Governors at its meetings in Winnipeg October 17th and 18th.

THIS TIME, CHRISTOPHER COLUMBUS LANDED AT THE BOX-OFFICE



Compared to the splash surrounding the arrival in America of CHRISTOPHER COLUMBUS with color by Technicolor, that 1492 landing was small time. The picture had 100 day-and-date key run openings across United States alone plus 150 others around the world from Halifax and Hong Kong to Tierra del Fuego. Photo is a location shot during filming in the West Indies. The lady at left is a young Caribbean beauty, it says, one of the many in the film.

J. ARTHUR RANK Presents FREDERIC MARCH in CHRISTOPHER COLUMBUS, (Adventure-Spectacle), Color by TECHNICOLOR, co-starring Florence Eldridge, Francis L. Sullivan, Linden Travers, Kathleen Ryan, Derek Bond. A Sydney Box Production. Released by Eagle-Lion.

BOOK IT NOW FROM EAGLE-LION

UA PRODUCT

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Niven, Celeste Holm, Pat O-'Brien, Peggy Cummins and others in productions by Roy Del Ruth, Sam Bischoff, Edward Small, Lester Cowan, Benedict Bogeaus and more leading producers. Such extremely popular supporting players as Thomas Mitchell, Peter Lorre and Howard Da Silva are among those sprinkled throughout the list.

The program is as follows:

Red Light, a Roy Del Ruth production starring George Raft and Virginio Mayo.

Without Honor, a Nasser production with Laraine Day, Franchot Tone and Dane Clark.

The Big Wheel, a Popkin-Stiefel-Dempsey production starring Mickey Rooney, Thomas Mitchell and Michael O'Shea. An auto racing story, with backgrounds shot at Minneapolis.

A Kiss for Corliss, a Colin Miller production starring Shirley Temple and David Niven.

Runaway, a Danzier production which stars Paul Henreid, Catherine McLeod, tells a dramatic story of deliquent girls in New York City.

Mrs. Mike, a Sam Bischoff production with Dick Powell and Evelyn Keyes heading the cast.

Gun Crazy, produced by Allied Artists, starring Peggy Cummins and John Dall.

Indian Scout, topnotch western produced by Edward Small with George Montgomery and Ellen Drew in the starring roles.

Love Happy, new Marx Brothers comedy produced by Lester Cowan, featuring Vera-Ellen, Ilona Massey and Marion Hutton as their feminine foil.

Dead on Arrival, a Harry Popkin production starring Edmond O'Brien and Pamela Britton.

Champagne for Caesar, another Harry Popkin production, which should be ready for release around Christmas. Starring in this satire on radio giveaway programs is Ronald Colman, Celeste Holm, Barbara Britton and Vincent Price.

The Whip, Craig Rice mystery thriller produced by Hal Chester and features such well-known marquee names as Dan Duryea, Gale Storm, Herbert Marshall, Howard Da Silva, Melville Cooper and Michael O'Shea.

Johnny One-Eye, is the famous Damon Runyon yarn of two hard-boiled guys, a little girl and a dog. Heading the cast in this Benedict Bogeaus production are Pat O'Brien, Wayne Morris and Dolores Moran.

Virginia Mayo Cast

Virginia Mayo will star opposite Burt Lancaster in The Hawk and the Arrow, Norma Productions' film in Technicolor for Warner release.

Washington CCP Report

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though there is still no accurate measure to show the amount of United States dollars it has brought into Canada, some Canadian Government officials attribute much of last year's increases in United States tourist spending in Canada to the part played by the project."

This language is reminiscent of the statement of A. H. Newman, film liaison officer for the Department of Trade and Commerce, who in a quarterly report claimed that the Project had "yielded concrete results" but went on to say that "No one at this time, or perhaps at any time in the future, can accurately assess the value" of the experiment. "It is true that the flow of US tourists has increased about 10 per cent this year," he wrote in November, 1948, "but it is difficult to determine what proportion of this increase is owing to the efforts of the film industry. However, there is no doubt that the industry's efforts will yield results and that these results will be cumulative."

Other Opinion

Needless to say, these optimistic opinions are not shared by some important people in the production field who have not made their opposition public. They point to the Australian scheme of ordering 30 per cent of rentals to be spent in that country for anything the exchanges like — production, real estate, pensions, etc. The Project, the Washington report explains, "was started as an experiment in an attempt to protect the industry against possible restrictions arising out of Canada's shortage of United States dollars." Some Canadians consider that retention of part of the rentals remitted would have accomplished the same amount of good for our USA dollar position and at the same time helped production in this country, the Canadian trade press and other national enterprises.

However, the Washington report, which points out that USA tourists spent $20 million more in Canada in 1948 than during the preceding year, claims of the Canadian Co-operation Project that "It proved so successful that before the close of 1948 arrangements were made to place it on a more or less permanent basis." Also Hollywood producers, it states, spent a substantial sum in Canada for shooting here.

Money Spent Here

Its concluding paragraph follows: "The project was directly responsible for substantial expenditures in Canada by United States film producers, but its real value was in the publicity it provided in the United States and throughout the world, which cannot be assessed on a monetary basis." To this those not so impressed with the Project answer that USA producers spent money in Canada before there ever was a Project, and that tourist benefits to this country also grow out of advertising, publicity and National Film Board shorts, all of which were busy before and during the Project.

First part of the Washington report states that for the fiscal year ending March 31, 1949, an estimated billion USA moviegoers were shown a total of 134 items concerning Canada and that virtually every American theatre played Canadian subject matter. It also explains that the Canadian Co-operation Project was initiated by the Bank of Canada and undertaken by the Motion Picture Association of America in co-operation with the Canadian government.

A screening of films used in the project will take place on a Sunday in the near future. Cabinet ministers and government officials, along with prominent USA industry figures, will be welcomed by Laurence Steinhardt, USA Ambassador. Francis Harmon, Ned Depinet and Eric Johnson are expected.

LOSE APPEAL

(Continued from Page 1)

in which he ordered that smoking be stopped in the auditorium of the Paramount, St. John, a Famous Players theatre.

The appellant, F. Harrison Howe, manager of the theatre, had challenged Armstrong's ruling by bringing the matter before County Court Judge J. A. Barry. When the latter supported the fire marshal, Howe appealed. No further appeal is provided by the fire prevention act, commented Mr. Justice Hughes, who handed down the judgment, but further action was possible under other sections of the law.

Howe contended that the fire marshal could make such an order only after a hearing at which representatives of the theatre would have the right to appear and be heard. This the judgment denied. "In fact," it stated, "it is possible the situation might be too dangerous to be permitted to continue while a hearing was held. . . ." The fire marshal had "uncontrolled power," Mr. Justice Hughes said, and "It is a very wide power to give any official" but within the authority of the legislature to assign.

The request that Judge Barry's finding be quashed was also denied.

Popping Off About Popcorn

(Continued from Page 1)

who was a movie usher in the Good Old Days of the Eatless Era, got off what he called a "Popcorn Peeve." After reporting that "Munching In Movies Rouses Ire," he threatened to bring a projector in a resturant and show movies as a protest against the theatre eater, who "has now replaced the jerk who always read the title out loud during the days of the silent movies."

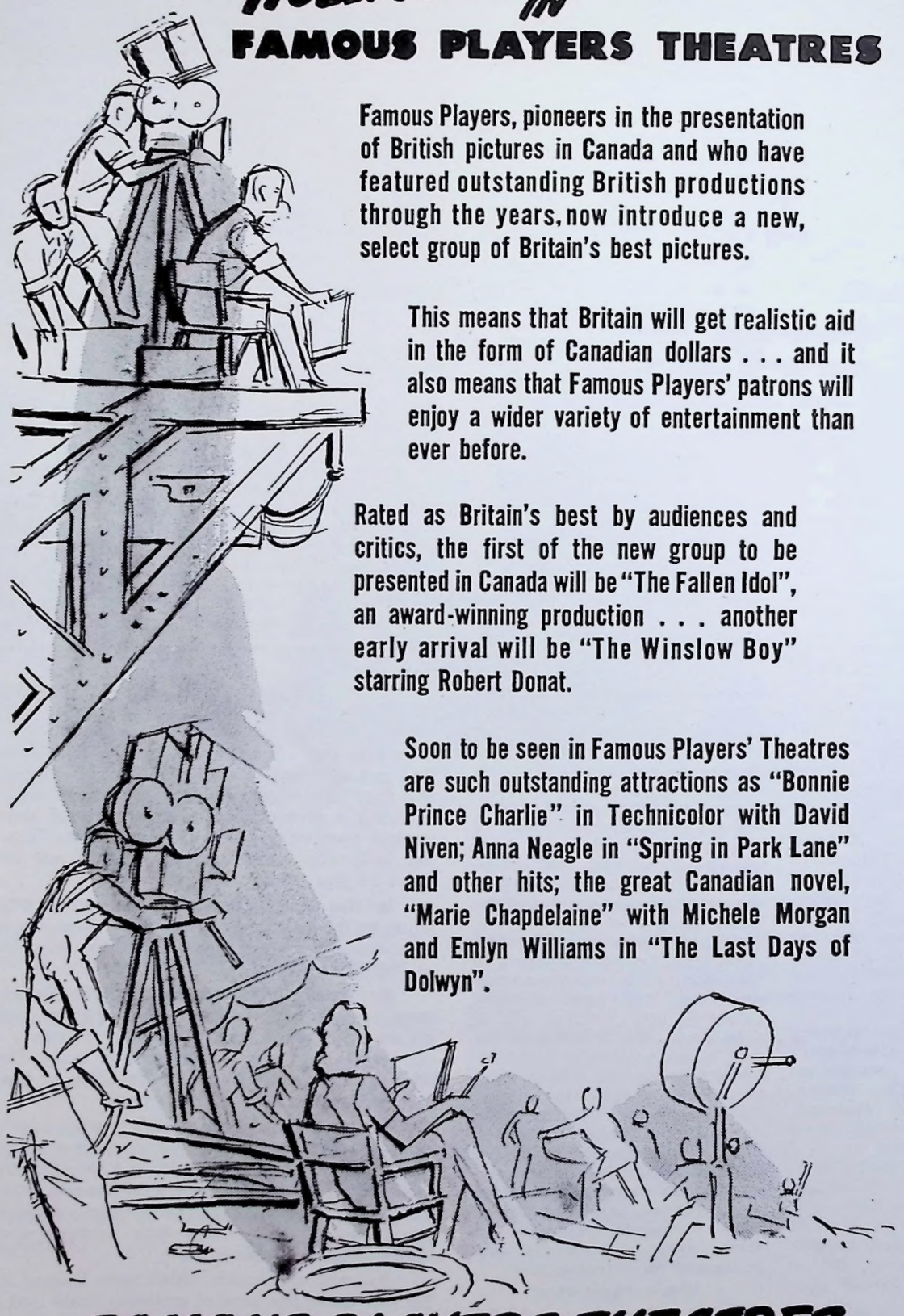
In the future, he wrote, marquees will display such signs as these: "Special today, Hot beef sandwiches, French fries and other vegetables, 35 cents. Also Dorothy Lamour in The Stolen Sarong."

But the thing is reminiscent of the double feature argument, which also provides the editorial writer with copy on many a slow day. The press essayists can't see dual offerings—but the public demands them. The theatre operator not only must listen to the voice of the public but be a realist about his weekly payroll.

Theatres today are certainly appreciative of the help of candy and popcorn sales towards meeting that payroll. There are now candy breaks in many theatres and Theatre Confections, through Associated Screen News, is supplying trailers which advise about it. These trailers, of which 300 are being printed at this time, feature a candy bar and informative-suggestive copy.

Popcorn and candy sales have helped keep the exhibitor solvent in the face of growing costs and too many films with limited drawing power. And his customers like the idea of being able to buy something to eat. On a recent Breakfast in Hollywood the matter of "Munching in Movies" was aired and 50 per cent favored it. Managers know that most of those who declared against it are as avid cinema chewers as those who spoke up in favor.

BRITAIN'S BEST JOINS HOLLYWOOD'S GREATEST IN FAMOUS PLAYERS THEATRES



Famous Players, pioneers in the presentation of British pictures in Canada and who have featured outstanding British productions through the years, now introduce a new, select group of Britain's best pictures.

This means that Britain will get realistic aid in the form of Canadian dollars . . . and it also means that Famous Players' patrons will enjoy a wider variety of entertainment than ever before.

Rated as Britain's best by audiences and critics, the first of the new group to be presented in Canada will be "The Fallen Idol", an award-winning production . . . another early arrival will be "The Winslow Boy" starring Robert Donat.

Soon to be seen in Famous Players' Theatres are such outstanding attractions as "Bonnie Prince Charlie" in Technicolor with David Niven; Anna Neagle in "Spring in Park Lane" and other hits; the great Canadian novel, "Marie Chapdelaine" with Michele Morgan and Emlyn Williams in "The Last Days of Dolwyn".

FAMOUS PLAYERS THEATRES

MGM'S CASS

(Continued from Page 1)

was announced from New York by William F. Rodgers, vice-president and general sales manager.

The 12 men named will visit Naples for conferences with the sales staff there and then proceed to Rome. After Rome, the men will go to Paris, then London and return to New York. They are slated to sail October 17 on the SS Atlantic and be away for a month.

Rodgers pointed out that the men selected to represent the domestic staff in an exchange of selling ideas were chosen because of their individual efforts during the Anniversary Year. These men represent a most impressive array of talent in the sales department and MGM is happy to have worked out arrangements with the International department whereby these men can extend their experiences to affinitive channels and in exchange learn the operations of sales in the countries chosen for their tour abroad.

The choice of Cass was made by Rodgers after consultation with H. L. Nathanson, president of the Canadian division, and Ted Gould, general sales chief.

Cass is a member of the well-known film family of that name. Brothers Garfield and Abe are both Toronto branch managers, the former being with MGM and the latter with Columbia. Jerry, Abe's son, is a member of Paramount's booking staff in Toronto.

A member of the MGM organization for 25 years, Cass joined the company in Winnipeg in 1924 and left there in 1927 to become Calgary branch manager. In 1931 he became Vancouver manager and the next year was promoted to the Montreal branch, where he remained as branch manager ever since.

Cummings Produces

Robert Cummings will produce and star in The Glass Heart, an original story by Marty Holland. It will be made as an independent production under the banner of California Productions and will be released by Columbia.

FOREIGN PIX 'OBJECTIONABLE'

Influx of foreign films is partially responsible for what the Maryland State Board of Censors called "an all-time low" in the moral qualities of post-war motion pictures. In its report to Gov. William P. Lane the Board stated it had found 42 per cent of foreign films "objectionable."

Five films were rejected entirely by the Maryland censors and parts of 219 others were eliminated.

ACTORS FOR PETRILLO VS. AGVA

It appears that the Screen Actors Guild will support James C. Petrillo of the American Federation of Musicians in his fight with the American Guild of Variety Artistes over jurisdiction. In New York, Ronald Reagan, head of the Hollywood actors' union, said that his organization would no longer obey the orders of the Associated Actors and Artistes of America, the parent body of all actors unions in the American Federation of Labor.

The AFM-AGVA battle grew out of Petrillo's demand that persons who played instruments as part of a vaudeville act join his union instead of the AGVA. He forced the resignation of Victor Borge from the AGVA as a starter. William Green, AFL head, has ordered AGVA to yield to AFM but it refuses.

Reason for the Screen Actors Guild support of Petrillo is that the various unions of eastern performers are asking that a separate authority be set up for television which would cut across craft lines. The Screen Actors Guild, supported by the Screen Extras Guild, maintains that this would mean surrendering part of its jurisdiction in the motion picture industry to what would become a separate union and refuses. They may drop out of the Four A's.

UA TO HANDLE 'LE GROS BILL'?

Negotiations are under way between Renaissance Films Distribution Incorporated and United Artists for distribution of the former company's new Canadian production in the French language, Le Gros Bill.

Deal involves distribution of the film in all of Canada except Quebec, where France-Film holds the rights by an earlier pact.

'CJBC VIEWS THE SHOWS' SLOTTED

A half-hour CJBC, Toronto, broadcast, called "CJBC Views the Shows," is reaching listeners each Sunday at 2 o'clock ST and 3 o'clock DST. Devoted to a critical survey of stage and screen, it will be made up of "This Week at the Movies," by Gerald Pratley, Nathan Cohen's drama reviews and a guest speaker who will talk about other Toronto entertainment.

Pratley's "The Movie Scene" is now heard on Mondays at 8.30 PM.

FOX SIGNS ZANUCK FOR 20 YEARS

With 20th Century-Fox since 1935, Darryl F. Zanuck, vice-president in charge of production, has signed a new contract under which he will retain that post for another ten years, then follow with another ten years in the company's service in an advisory capacity.

The news was released by Spyros Skouras, Fox president. Since 1935 Fox has produced 550 features under Zanuck, two of which — How Green Was My Valley and Gentleman's Agreement — won Academy Awards.

UK WORKERS ASK HOLLYWOOD AID

National Association of Theatrical and Kine Employes, British union, voted to ask the advice and support of Eric Johnston, president of the Motion Picture Association of America, for making available more money for production in Britain. It fears that a film shortage will cause theatres to close. Current British output, Tom O'Brien, general secretary, said was not enough to support one-quarter of British theatres.

QUEBEC LAW

(Continued from Page 1)

of prominent individuals and organizations have long opposed the law and asked its withdrawal.

The Quebec law was not passed because of the influence of the movies on juvenile thinking but after a disastrous fire at the Laurier Palace Theatre, Montreal, on January 9, 1927. On that Sunday about 800 children were watching Mary Pickford in The Sparrow when one of them saw some smoke and started a panic by shouting "Fire!" A horrible tragedy followed, for 77 children lost their lives and 50 were injured.

After that safety laws were revised, new ones added and the children, who were not required to be accompanied by their parents at a matinee, banned if they were under 16.

In the last couple of years exceptions have been made—special showings of Disney films, etc. Mainly children have seen movies in parish halls, which show 16 mm. pictures for ten cents admission. There are so many of these that 104 were classified as theatres in 1948 by the Dominion Bureau of Statistics. The patron is required to pay no amusement tax because they have a non-profit classification, being operated by the church, and theatre owners have protested against this unfair competition.

Their growth, which is due to children being banned from standard theatres, has lessened safety. Parish halls are not required to meet safety regulations for other places where movies are exhibited. True, 16 mm. film is slow-burning, but the danger of panic still exists. Today theatres are much safer for children than the parish halls.

The impression the newspaper reader got from reading reports of Gauthier's remarks in the Commons was that children were banned from films in Quebec because of their evil effect. This is not true.

Shore To Script

William Shore will script Warner's The Kenneth Long Murder Case.

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Produced by ROBERT ARTHUR • A Universal-International Picture

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Variviews

Observanda

Good Reading About the Theatre

Just about the best theatrical reading with a Canadian background I have ever encountered is "Curtain Time," by Ruth Harvey, which has been issued by Thomas Allen Ltd., Toronto. This book may not be as important as those by the late Walter McRaye about the Canadian theatrical scene of an earlier day, but it certainly is far more enjoyable.

C. P. Walker, one of Canada's most famed showmen, probably never knew that his biographer and the historian of his Walker Theatre in Winnipeg, of which he was justly proud, was growing up right in it. For Ruth Harvey is his daughter. In this book she recalls, through a golden haze of nostalgia, how the theatre, her parents and Winnipeg looked to her as an eager-eyed imaginative little girl.

Mrs. Harvey has not just turned to writing to recapture the best-loved period of her life. She is a professional writer whose marked skill shows on every page and shapes the whole into a piece of work that will enchant almost anyone. To the person who works in or around the theatre Curtain Time will have an added appeal, for old-timers knew the "Bread Basket Circuit," which became Western Canada Theatres Ltd., very well.

The writer recalls the experiences of her father, a Yankee, and her mother, a former actress, with such Walker Theatre stars as Madame Schumann-Heink, Mrs. Patrick Campbell, Nazimova, Margaret Anglin and many others who were in their prime during the golden days of the live theatre. Sprinkled throughout Mrs. Harvey's reminiscences are quite a few excellent anecdotes.

Mrs. Harvey compares movies with the live theatre and the former naturally, comes off second best. What movies lack, she feels, is the "magic" that the live theatre has—that same "magic" she has caught in her book so well. Just the same I wouldn't be surprised if the author owes the movies something, for the book, in some ways, seems shaped toward being filmed. There is that kind of a love story in it, even though incidental, and there are also characters which would fit well on the screen.

In any case "Curtain Time" is a grand way of spending a couple of warm and pleasurable evenings.

Incidentally, the Walker Theatre, after being closed for a long time, was purchased from the city some years ago by Henry Morton and Odeon. Renovated and quite modernized, it became one of the most successful places in Canada for the exhibition of British pictures. Once it regained some of its old character — a circus occupied its stage for a week. But, reading the book, you realize its greatest days are far behind and we must be grateful for the enjoyment of being able to share them through the recollections of Ruth Harvey.

* * *

To Fill the Column . . .

"I was going to lick the cop but three or four fellows held me back," wrote the Globe and Mail's Jim Coleman in telling how he was tossed out of the pressroom at the World Series. "I had a lot of trouble finding three or four fellows to hold me back but they came through in great style" . . . **I wonder when Toronto** Daily Star authorities will convince Sports Editor Andy Lytle that to give circulation to such a term as "nigger rich," quoted in a recent column, is wicked and insulting?

Advice: Talk up to the man who talks down . . . **I have** my fingers crossed, hoping that Sam Jaffe decides to play Sholem Aleichem's rich character, Tevya, in a dramatization of Tevya and His Daughters . . . **Playboy's motto:** Lecher conscience be your guide . . . **NY Times'** Bosley Crowther reports that "The Heiress is one of the handsome, intense and adult dramas of the year." . . . **J. Arthur Rank** "is a very human type of man," Paul Nathanson told the Vancouver Sun. "He came up to a party at my house one day and insisted on cooking eggs for everybody."

Brilliantly Simple and Simply Brilliant

I have never gotten over a piece of information I picked up some years ago about something that happened in 1928. I believe it was in the New Yorker that I learned that in that year United Artists held a $50,000 contest to name a theme song for a film entitled Woman Disputed. Thousands of entries arrived and were studied. In time the judges, with suitable publicity, made known their choices.

The song that was to serve as a theme song for the movie, Woman Disputed, was named "Woman Disputed, I Love You."

This wonderful and easy solution to the difficult problem of giving a theme song the best name possible has always appealed to me. It has more than appealed to me. It has fascinated me.

True, that way you run into drab but suitable titles such as "Anna Lucasta, I Love You" and "Roseanna McCoy, etc." But there's a little more excitement when you get to "Bad Boy, I Love You," "Cobra Woman, ditto" and "White Savage, you-know-what."

It doesn't end there. In fact, it only begins. Take such a promising title as "It Happens Every Spring, I Love You" — or add the three magic words to "Follow Me Quietly."

Well, I must leave you now. However, I have some film titles left over which require only the addition of the usual phrase to make them serviceable. You're welcome to them: Undercover Man, Come to the Stable and Everybody's Doing It. Or look up your own.

On second thought, you may not be the romantic type, in which case "Chicken Every Sunday, I Love You" and "Easy Living, same thing," along with others in that category, are for you.

* * *

Typodermic Injections

At "People Like Us," the Ann Dvorak-Sydney Blackmer play at the Royal Alexandra and aimed at Broadway, an official of the theatre interrupted two gabbers with: "No conversing in the aisles, please." Retorted one: "Why not? After all, the dialogue is much better out here." All evening Dvorak ponders ways to do away with her cruel husband, Blackmer, whom her lover finally kills. She could have saved us all a couple of hours by preceding the murder with singing, "You're breaking my heart 'cause you're living."

A great story in one sentence, as printed in Today's Index of the NY Times: " 'Safe at Last,' cries woman, 99, on arrival from Europe." . . . **Knockers would** call it "Hollywood, Caliphonia" . . . **Director with** the most fascinating name: "H. d'Abbadie D'Arrast." He directed Raffles in 1929 . . . **Newest movie department** is in Toronto Calling, which just bowed in. Other new mags are Score, from Hamilton, and Canadian Showman's Trade News, for Carnies, from Weston.

P. C. Jardine's General Films' Newsletter tells about the bride who ordered her husband out of the kitchen for accidentally knocking her cook-book to the floor. "I've lost my page," she cried, "and now I haven't the faintest idea what I'm cooking."

In My Friend Irma Diana Lynn reads off what her boss, Don DeFore, does and where he goes on each night of the week — and not once does he go to the movies. That sure ain't how to promote the idea of going to the movies . . . **The Formby** show has had one of the best national publicity jobs I've seen in a long, long time. Wonder who handled it? The act in the show that stood out for me was little Gus Brox, a musical clown who, with the aid of his pretty partner, provided the funniest and most novel 15 minutes of laugh-getting antics I've seen in years. They're Hollanders and I hope they come back to America after an Australian tour.

Whatever became of Tommy Manville, who would have overworked Marrying Sam into his grave? And where is Margo? . . . **Those Gypsies** living in Chinatown: the rootless among the exiled . . . **Gone forever:** peg legs . . . **New USA** stamp features Will Rogers and his famous line: "I never met a man I didn't like". . . **Old English** Proverbiage: "Deep rivers move with silent majesty, shallow brooks are noisy."

Pressbook Prices Panned By Poole

In what he said is "a frank protest" against "what I consider to be nothing but bald-faced highway robbery," J. R. Poole, head of Metro Display Service, criticized distributors for raising the price of pressbooks. These once were free, then a 25c charge levied, this being jumped to 50c, and now the price is 60c, he wrote the Canadian Film Weekly. Poole, whose firm is located in Toronto, anticipated that, not being an exhibitor, his right to complain would be questioned.

"But I'll bet that, as a maker of display advertising for the exhibitor from the distributor's paper, I've got a bigger file of pressbooks, bought and paid for, than any exhibitor in the country," he explained.

Pressbooks were in the nature of sales catalogues, he contended, and should no more be charged for than those distributed by Eaton's or Simpson's. "Firstly and mainly they contain a proof of the distributor's ad mats and cuts, which he sells at a handsome profit. Secondly they picture his paper—which he ain't losing nothin' on."

His letter claimed that the stories and prepared reviews in pressbooks were unsuitable and were not read—except possibly by "a little girl who sorts over the scrap in a local waste paper warehouse who has decided to take one and read it on her lunch hour."

Directions for making of display pieces were often confusing, Poole wrote, and gave as an example this from the pressbook on Father Was a Fullback: "Suggested 40x60 for lobby display. This layout can be made from cutouts of 24-sheet and 1-sheet." He would "eat this pressbook" if someone showed him how that could be done.

Veteran Booth Man Killed In Accident

Robert D. MacKay, 62, veteran projectionist, was killed in a recent car accident in New Brunswick. For the past 17 years he had been in the booth of the Savoy in Glace Bay, NS, and was returning there from vacation.

Born in Halifax, McKay in 1909 was Winnipeg manager for General Films and the following year became a booker for Mutual Films in Montreal and Saint John. In 1913 he started as a projectionist in Halifax, working at various times at the Strand, Family and Community and continued working in booths until the time of his death.

Review

SPRING IN PARK LANE

with Anna Neagle, Michael Wilding, Tom Walls, Peter Graves.

Eagle-Lion 91 Mins.

ONE OF THE BETTER COMEDY IMPORTS FROM BRITAIN THIS YEAR. SHOULD MOVE ON TO STRONG BOX-OFFICE RECEPTION. GAY, DIVERTING, INGRATIATING. PERFORMANCES ARE DELIGHTFUL. WILL SEND THEM AWAY IN A HAPPY FRAME OF MIND.

That the British, and particularly Herbert Wilcox can make delightful film comedy is ably and delightfully demonstrated in Spring In Park Lane. It is a brightly written romantic farce with just the right fillip of music. Performances are gay, ingratiating and wholly diverting. The entire production has sparkle, expert polish.

Given strong support from sprightly dialogue, the initial action has Michael Wilding installed at Tom Walls' Mayfair house as a footman, a job he needs to raise enough cash to enable him to go to America where he can reclaim a number of paintings which he had previously tried to sell in an effort to save his aristocratic family from poverty. They are the Borechesters.

It is later told that Wilding went to New York, sold the pictures and was returning when he received word the cheque given him was worthless. A subsequent message cleared this. Wilding never read it and hence took to hiding in an effort to set things right.

At Tom Walls' place Wilding meets Miss Neagle, niece to the old gent. In short order the Wilding charm, manners and grace, in addition to a fine knowledge of art, makes everything in Park Lane that Spring quite pleasant and romantic.

It is Walls' intent to marry his niece off. To this end he arranges for suitors to meet the girl. One is a movie star, the other, Wilding's stuffy, long-winded brother. Wilding carefully circumvents their ardors and has a merry time with Miss Neagle.

Things come to a head about this time with Wilding ready to fly again to New York. Miss Neagle meets him at the airport before takeoff time and reads the unopened message which tells him the cheque is good.

CAST: Anna Neagle, Michael Wilding, Tom Walls, Peter Graves, Marjorie Fielding, Nicholas Phipps, G. H. Mulcaster.

CREDITS: A Wilcox-Neagle production; Produced and directed by Herbert Wilcox; Screenplay, Nicholas Phipps; From a story by Alice Duer Miller; Photography, Max Greene, Bob Walker.

DIRECTION: Keen.

PHOTOGRAPHY: Very Good.

MAKE YOUR RESERVATIONS NOW!

For the Annual

Meeting and Luncheon

of the

MOTION PICTURE THEATRES ASSOCIATION of ONTARIO

To be held

TUESDAY, NOVEMBER 1st, 1949

at the

KING EDWARD HOTEL, TORONTO

(Vanity Fair)

Registration	Business Meeting	Luncheon
9.30 A.M.	10.30 A.M.	1 P.M.

MOTION PICTURE THEATRES ASS'N OF ONTARIO

ARCH. H. JOLLEY, Secretary

21 Dundas Square EL. 9630 Toronto, Ont.

Drive-ins Feature Industry Building

Activity in the theatre construction field is at present mainly centred on drive-ins in Western Canada, with three new ones under way, a fourth being planned and the setting of a starting date for the building of another. In addition work got under way on one standard-type house.

Charlie Krupp's drive-in is in work in Winnipeg, as is S. Karby's in Regina and B. Smith's in Saskatoon. Demolition is going ahead on the site of Odeon Theatres' new house in Saint John, NB.

Skylark Drive-in Theatres' terms have been accepted by Moose Jaw, Saskatchewan, council and the company will build there. Famous Players' drive-in in Moose Jaw, which was announced previously, will get under way soon, pointing for an opening early in the Spring. It will cost about $150,000 and accommodate 600 cars.

Some $12,000 worth of alterations are in progress for the 692-seat Embassy in Toronto, which will have its name changed to the Astor, and Casey Swedlove has completed the new foundation under the Savoy in Cardinal, Ontario, and will tear down the old theatre and erect a new one on it in the Spring.

Ralph Morgan Cast

Ralph Morgan has been cast for one of the top roles in Monogram's Blue Grass of Kentucky, which William Beaudine will direct.

Evelyn Keyes Named

Evelyn Keyes has been given the stellar role in Columbia's The Killer That Stalked New York, story of a deadly epidemic that struck the metropolis. Robert Kahn will produce.

TV Producers Hear New Petrillo Plan

More than 80 producers of television programs gathered in the Waldorf-Astoria, New York, including a representative of the National Film Board, to hear James C. Petrillo, president of the American Federation of Musicians, outline a plan for the collection of royalties on musical films being shown over TV stations.

Full details of the plan, he told those present, would not be given until the following week, when the executive board of the union would discuss it. Present at this meeting will be Walter Murdock, head of the Toronto local, who is international vice-president for Canada.

Paramount's 'Song Of Surrender' Love Triangle Melodrama

PARAMOUNT'S Song of Surrender, starring Wanda Hendrix, Claude Rains and Macdonald Carey, is the dramatic story of a love triangle in the early 1900s and shapes up to be the type of screen fare that women theatre patrons will especially enjoy.

Story deals with the domestic drudgery of a beautiful young girl who marries an aging director of a museum and the complications that set in when she falls in love with a handsome young man. One of the highlights of the film is the singing of Enrico Caruso, which the young girl listens to secretly on her phonograph every time her husband goes off to organize historical societies and leaves her alone.

INDIE COMEBACK

(Continued from Page 1)

ers, general counsel for the Allied States Association of Motion Picture Exhibitors.

Meyers, the leading figure in the victorious divorcement battle, predicted that "in a few years there will be no affiliated exhibitors in the U.S." He asked that the Independents band together to protect their aims and that they report violations of the consent decree to him.

The history of the motion picture industry paralleled that of civilization, Meyers claimed. Earlier there was the monarchy of Adolph Zukor, followed by a feudal state dominated by major producers, the latter now being replaced by freer enterprise and expanding individual rights.

Actually Canadian Independents are not nearly so placid as they seem about the state of things on this side of the border. The first impression is that they are almost completely unaware of the victory of their USA brethren. But there have been some talks between individuals, although such important Independents as A. J. Mason of Nova Scotia, Joe Franklin of St. John and H. C. D. Main have not gotten together.

Mason, chairman of the moribund National Council of Independents, led several delegations to Ottawa in the past, these denouncing trade practices to government officials. He is at present president of the Maritime Allied Exhibitors Association and a member of the provincial Parliament. The Maritime Allied, like the Motion Picture Theatres Association of Ontario, which Main heads, is an all-embracing organization.

The only public comment on the USA court decisions was made last summer by Ben Freedman, president of Allied Theatres and the last elected head of the Independent Motion Picture Exhibitors Association of Ontario, which is a branch of the National Council of Independents. He asked for fairer block-booking through a more liberal cancellation clause, called clearances "a farce," and said that the definition of an Independent exhibitor today is a man "who lives in constant fear that one of the circuits will build next door to him." He fears that "the circuit, with the co-operation of the distributors, will leave him defenceless, without any ammunition in the form of films with which to fight back."

At the time Freedman said that practices ruled out by the USA courts, pooling and favoring the circuits in film distribution, among others, were still part of the Canadian industry.

TV Roundup

"Vendors hawked ice cream and popcorn in the aisles. A highly partisan crowd rooted for the Dodgers. Everyone took the time-honored stretch in the seventh inning," wrote William L. Snyder in Film Daily. He was describing what went on in the Fox, Brooklyn, while the World Series was being televised on its screen before 3,500 fans in the 4,060-seat theatre. Prices were raised from 55c to $1.25 and Si Fabian, circuit head, was enthusiastic about the results.

The experience in Chicago and Boston theatres was the same, with reception just as clear as in NY and attendance almost as good.

Considered okay from a financial point of view, the series will continue to be shown in theatres and the next one will surely come to Canada's screens.

Extension TV screens, which will allow one set to provide telecasts in several rooms at the same time, is one of the features of Britain's Radio Exhibition. The screens are claimed to be able to show a bigger picture than the parent set without transmitting any line or frame distortion from it.

"No one can stop us from taking something out of the air," John J. Fitzgibbons, Famous Players' head, said in an interview with the Ottawa Evening Journal. He was talking about video and stated that when television comes to Canada it is expected that telecasts will bring major sports events into every home, or at least to the corner theatre. He announced that the Imperial Theatre in Toronto would be equipped for receiving TV and would flash events like the World Series on its screen with only a time lag of 60 seconds.

Richard E. Walsh, international president of the IATSE, stated on a recent visit to Calgary that he did not think television would mean the end of motion pictures. He termed the new industry "just a shadow."

Possible higher expenditure has caused the Canadian Broadcasting Corporation to request that its $4,000,000 TV loan be upped by the government another half million dollars. Extra cost is expected to result from the price of the necessary USA equipment going up with the devaluation of the Canadian dollar. Money is to be used to install two video stations — one each in Toronto and Montreal.

Entire scenic storage equipment of David O. Selznick Productions has been sold to the American Broadcasting Corporation network's Hollywood Television Centre. However, a report has it that Selznick may shoot a series of two-reelers for the Columbia Broadcasting System, similar to the deal made by Samuel Goldwyn with the National Broadcasting Company.

Television will become available to 80 per cent of the British population by 1954, Herbert Morrison, deputy prime minister, said recently at the opening of Britain's radio show. He added that the government will shortly complete a new TV transmitter in Birmingham which will be "the most powerful of its kind in the world," reaching a potential six million audience.

Skiatron Corporation is a new company that has been formed to exploit certain basic television patents formerly owned by Scophony Corporation of America. One of these is Supersonic Theatre-Vision, a projector that utilizes a standard carbon arc lamp and produces brilliant high-definition images 20 feet wide for use on theatre screens. According to the company the Supersonic system is the only alternate method to the cathode ray tube, which it eliminates entirely, and is the only reasonably-priced device available.

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HYE BOSSIN, Managing Editor

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SHORT THROWS

OTTAWA and district division of the Motion Picture Theatres Association of Ontario elected its board of directors for 1950 at a recent luncheon meeting. New office-holders are Casey Swedlove, Linden Theatre, president; Henry Marshall, Regent, vice-president; and Jack Gibson, Glebe, secretary-treasurer.

ASTRAL FILMS is hitting a new peak of activity with its Lost Boundaries in its fifth week at the Towne Cinema, Toronto, and Not Wanted having broken house records at the Savoy, Hamilton; the Centre, Ottawa; and the Palace, Timmins.

PURNELL & Sons, operators of a chain of theatres in southern Alberta, has purchased the 300-seat Lacombe Theatre in Lacombe, Alberta, from H. G. Stevenson.

REISSUING of As You Like It by United Artists is being fought by Sir Lawrence Olivier, who starred in it with Elizabeth Bergner long before he made Hamlet or Henry V.

NEW MEMBER of the advisory board of "Extra Profits," special department in Jay Emanuel Publications' USA trade paper, The Exhibitor, is John J. Fitzgibbons, Jr., general manager of Theatre Confections, Limited. In an editor's note on the announcement it is stated that "he is considered one of the most progressive executives in the field."

FLASH! THE FIRST TRADE REVIEWS ON M-G-M's "BATTLEGROUND"!!

"The picture will stand as an epic for this or any other year. Flawless direction. Mounting tempo grips its audience relentlessly." —**MOTION PICTURE HERALD**

"A remarkable picture with terrific emotional impact, relieved by choice comedy. A masterpiece. One of the outstanding attractions of the year." —**BOXOFFICE**

"The picture for which the industry and the public have been waiting. Loaded with exploitation ammunition, is a natural boxoffice winner. Only William Wellman could have directed it." —**HOLLYWOOD REPORTER**

"The cutting humor of 'What Price Glory,' the eloquence of 'Journey's End,' the pathos of 'All Quiet on the Western Front,' the adventure of 'Hell's Angels,' the sentiment of 'The Big Parade' have all been combined in this truly extraordinary celluloid achievement. Dore Schary rates a vote of thanks from every industryite." —**DAILY VARIETY**

"Here is the big film of the war made since the firing ceased. Hard-hitting, realistic and dramatic." —**MOTION PICTURE DAILY**

"From the studio that made the unforgettable 'Big Parade' comes an equally unforgettable 'BATTLEGROUND.' Bold, brash, bawdy, frank, the script furnished by Robert Pirosh is stacked with incident." —**FILM DAILY**

"Far and away THE picture of World War II. It will thrill men and women alike. The campaign being put behind it by M-G-M, probably the company's strongest in years, should insure top grosses in all situations." —**SHOWMEN'S TRADE REVIEW**

"Topnotch! Crammed with suspense, comedy, melodrama and everything needed to make it potent at the boxoffice." —**THE EXHIBITOR**

"The first great picture to come out of Hollywood treating World War II. A memorable motion picture emerges as a super entry." —**VARIETY** (*Weekly*)

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starring

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Story and Screenplay by **ROBERT PIROSH**, Associate Producer

Directed by **WILLIAM A. WELLMAN** · Produced by **DORE SCHARY**

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'Horse Op'ras', 'Oaters', 'That-a-ways', ...call 'em what you will, but the fact remains in most towns nothing sells tickets like a good WESTERN!

HE'S HOLDING A "NECKTIE PARTY" FOR GOLD-CRAZY KILLERS!

Johnny's guns upset a murder frame-up ...in the land of the mother lode!
MONOGRAM PICTURES presents
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FISTS, GUNS OR BULL WHIP ... HE'S READY TO TACKLE ANY KILLER IN THE WEST!
Whip's out to corral an outlaw gang..and bring them in alive!
Whip Wilson
HAUNTED TRAILS
with ANDY CLYDE RENO BROWNE
A MONOGRAM PICTURE

SHERIFF FRAMED FOR MURDER
... till singin' Jimmy blasts the truth from outlaw boss!
JIMMY WAKELY
BRAND OF FEAR
"CANNONBALL" TAYLOR
A MONOGRAM PICTURE

WE HAVE THEM!

MONOGRAM PICTURES